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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91213240
Party	Plaintiff The Lamar Company, L.L.C.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

The Lamar Company, L.L.C.	)	Opposition No.: 91213240
	)	
VS.	)	
	)	
Hasselblad Sàrl	)	
	)	

APPLICATION SERIAL NO. 79/119,494

**MOTION CONSENTING TO HASSELBLAD SÀRL’S PROPOSED  
AMENDMENT TO ITS APPLICATION**

The Lamar Company, L.L.C. (“Opposer”) consents to the revised amendment proposed by Hasselblad Sàrl (“Applicant”).

Applicant filed a motion to revise the amendment to its application on March 28, 2014. Applicant seeks to revise the amendment to its application so that the description of services in the application would be as follows:

Class 35: ~~advertising in the field of photography and cameras; direct mail advertising in the field of photography and cameras;~~ Commercial information and advice for consumers in the field of photography and cameras; wholesale and retail store services of photographic cameras, business advice and guidance relating to the purchase of photographic cameras, including photographic cameras for moving images and for all other kinds of image, video cameras, electronic cameras, movie cameras and photographic cameras, lighting, information on the sale of photographic cameras, business advice and guidance relating to the purchase of photographic cameras,

including photographic cameras for moving images and for all other kinds of image, video cameras, electronic cameras, movie cameras and photographic cameras, lighting; organization of exhibitions for commercial ~~or advertising~~ purposes in the field of photography and cameras; ~~publication of advertising texts in the field of photography and cameras; on-line advertising on a computer network in the field of photography and cameras; writing of publicity texts in the field of photography and cameras;~~ writing of publicity texts in the field of photography and cameras; presentation of goods on communication media, for retail purposes, namely cameras, digital cameras and camera lenses; in Class 35.

WHEREFORE, based on the proposed revised amendment to Applicant's description of services in its application, Opposer consents to the revised amendment.

Respectfully submitted:

/s/ Pamela A. Baxter

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***Attorneys for The Lamar Company, L.L.C.***

**CERTIFICATE OF SERVICE**

I hereby certify that a true and complete copy of the foregoing Motion Consenting To Hasselblad Sàrl's Proposed Amendment To Its Application has been served on Hasselblad Sàrl by mailing the foregoing and all attachments on April 2, 2014, via Federal Express to:

Michael J. Leonard  
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/s/ Pamela A. Baxter